

Amazon gets fresh ecommerce challengers right before the holiday season

Article

The news: China-based companies **Pinduoduo** and **ByteDance** are promoting newly minted international ecommerce platforms.

- **TikTok**-owner ByteDance has launched a fashion website called **If Yooou** that's currently shipping to customers in the UK, Spain, Italy, Germany, and France.
- Pinduoduo unveiled an ecommerce site called **Temu** that sells products from multiple categories like sports and electronics, aimed at US customers, per [CNBC](#).

How we got here: [Pinduoduo](#) and ByteDance are trying to emulate the success of other ecommerce companies like [Shein](#), [Alibaba](#), and [JD.com](#).

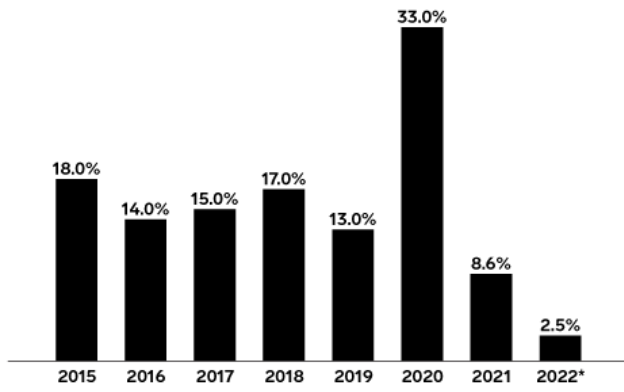
- The move comes at a time when China's economic slump and continued zero-tolerance COVID-19 policies make foreign markets enticing opportunities for digital retail customers.
- **Pinduoduo's direct links to suppliers could give it an edge** in appealing to inflation-burdened customers if it can keep prices low.
- ByteDance could use [TikTok's influence](#) to build its foreign customer base.

Amazon's bane? The entrance of new ecommerce players could be bad timing for Amazon right after it reported dismal Q3 earnings and is bracing for a subpar Q4.

- The tech giant's downsizing and expense cuts could give it less stable footing to boost sales over the holiday season just as rivals encroach on its turf.
- But Amazon losing out on sales to If Yooou and Temu isn't guaranteed. It'll likely depend on **whether those platforms can offer competitive pricing on similar products within digital shopping interfaces that consumers trust and want to use.**
- Amazon's move to [court low-income shoppers](#) with its **Access** hub could give it traction during an otherwise sluggish holiday shopping season.

US Ecommerce Holiday Sales Growth, 2015-2022

% change



Note: represents activity on Adobe's platform, broader industry metrics may vary; *forecast
Source: Adobe, "2022 Holiday Shopping Forecast," Oct 10, 2022

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